



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Sena Kozar Strategies
1322 G ST SE
WASHINGTON, DC 20003-3021

Contract # 5027574

Schedule Dates 10/15/21-10/18/21
Advertiser Hala Ayala for Lt Gov-D (141761)
Agency Sena Kozar Strategies (19658)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 1279/1323/10310 (1610197)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 1279/1323/10513
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments Separation: 30

Date Entered 10/14/21
Last Modified 10/14/21
Entered By Mark Afshar
CO-OP No
External # 11049140
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,470.00
Net Total \$25,330.00
Sales Tax

Washington (WJLA)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Oct. 2021 | 31 | \$29,800.00 |
| Grand Total: | 31 | \$29,800.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|----------|----------|-------------------|--|----------|
| 1.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 2 | :30 | 5:58:15A- News-7News ON YOUR SIDE at 6AM | | | | | | 1 | | | 1 | \$525.00 | \$525.00 | Washington (WJLA) | Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON | 10/14/21 |
| 2.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 2 | :30 | 11:00:26P- News-7News ON YOUR SIDE at 11PM | | 1 | | | | | | | 1 | \$650.00 | \$650.00 | Washington (WJLA) | Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA | 10/14/21 |
| 3.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 2 | :30 | 11:35P- ABC-Jimmy Kimmel | | 1 | | | | | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE | 10/14/21 |
| 4.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 2 | :30 | 12:37A- ABC-Nightline | | 1 | | | | | | | 1 | \$125.00 | \$125.00 | Washington (WJLA) | Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO | 10/14/21 |
| 5.0 | Normal Line / SPOT | 10/16/21-10/16/21 | 2 | :30 | 7A- ABC-Good Morning America Saturday | | | | | | | 1 | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | Daypart RT GMA-SATURDAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE | 10/14/21 |

CONFIRMATION CONTRACT

| | | | | |
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| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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| 6.0 | Normal Line / SPOT | 10/16/21-10/16/21 | 2 | :30 | 8A- News-7News ON YOUR SIDE Weekend at 8AM | | | | | | | 1 | | 1 | \$325.00 | \$325.00 | Washington (WJLA) | Daypart RT GMW SAT 8-9A(Agency)-4Q21 (sell) | 10/14/21 |
| 7.0 | Normal Line / SPOT | 10/16/21-10/16/21 | 2 | :30 | 9A- ABC-Good Morning America Saturday 2 | | | | | | | 1 | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | Daypart RT GMA SAT 9-10A(Agency)-4Q21 (sell) | 10/14/21 |
| 8.0 | Normal Line / SPOT | 10/16/21-10/16/21 | 3 | :30 | 11P- 12A (EST) | | | | | | | 1 | | 1 | \$250.00 | \$250.00 | Washington (WJLA) | Daypart RT ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE | 10/14/21 |
| 9.0 | Normal Line / SPOT | 10/17/21-10/17/21 | 3 | :30 | 7:30A- News-7News ON YOUR SIDE Weekend at 730AM | | | | | | | | 1 | | \$100.00 | | Washington (WJLA) | Daypart RT GOOD MORNING WASHINGTON SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED O | 10/14/21 |
| 9.0.1 | Preempt | 10/17/21 | | | | | | | | | | | | | | | Washington (WJLA) | Pre-empt/Spot - | |
| 10.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 1 | :30 | 8A- 9A (EST) | | 2 | | | | | | | 2 | \$1,600.00 | \$3,200.00 | Washington (WJLA) | Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell) | 10/14/21 |
| 11.0 | Normal Line / SPOT | 10/17/21-10/17/21 | 2 | :30 | 7:58:40A- ABC-Good Morning America Sunday | | | | | | | | 1 | 1 | \$450.00 | \$450.00 | Washington (WJLA) | Daypart RT GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM | 10/14/21 |

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| 12.0 | Normal Line / SPOT | 10/17/21-10/17/21 | 2 | :30 | 6P- 7P (EST) | | | | | | | | 1 | 1 | \$525.00 | \$525.00 | Washington (WJLA) | Daypart EN 6P WEEKEND NEWS(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL | 10/14/21 |
| 13.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 2 | :30 | 9A- Live with Kelly | | 1 | | | | | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T | 10/14/21 |
| 14.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 3 | :30 | 10A- News-Good Morning Washington at 10a | | | | | | 1 | | | 1 | \$250.00 | \$250.00 | Washington (WJLA) | Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF | 10/14/21 |
| 15.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 1 | :30 | 10:58:25A- ABC-The View | | 1 | | | | | | | 1 | \$1,050.00 | \$1,050.00 | Washington (WJLA) | Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR | 10/14/21 |
| 16.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 2 | :30 | 11:59:56A- News-7News ON YOUR SIDE at Noon | | | | | | 1 | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU | 10/14/21 |
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| 17.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 2 | :30 | 2P- ABC-General Hospital | | | | | | 1 | | | 1 | \$525.00 | \$525.00 | Washington (WJLA) | Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA | 10/14/21 |
| 18.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 2 | :30 | 6:58:46P- Wheel Of Fortune | | 2 | | | | | | | 2 | \$1,800.00 | \$3,600.00 | Washington (WJLA) | Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA | 10/14/21 |
| 19.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 1 | :30 | 7:29:26P- Jeopardy | | | | | | 1 | | | 1 | \$5,200.00 | \$5,200.00 | Washington (WJLA) | Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR | 10/14/21 |
| 20.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 1 | :30 | 7:29:26P- Jeopardy | | 1 | | | | | | | 1 | \$5,200.00 | \$5,200.00 | Washington (WJLA) | Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR | 10/14/21 |
| 21.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 2 | :30 | 2P- ABC-General Hospital | | 1 | | | | | | | 1 | \$525.00 | \$525.00 | Washington (WJLA) | Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA | 10/14/21 |
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| 22.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 2 | :30 | 11:59:56A- News-7News ON YOUR SIDE at Noon | | 1 | | | | | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU | 10/14/21 |
| 23.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 3 | :30 | 10A- News-Good Morning Washington at 10a | | 1 | | | | | | | 1 | \$250.00 | \$250.00 | Washington (WJLA) | Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF | 10/14/21 |
| 24.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 2 | :30 | 11:35P- ABC-Jimmy Kimmel | | | | | | 1 | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE | 10/14/21 |
| 25.0 | Normal Line / SPOT | 10/18/21-10/18/21 | 2 | :30 | 5:58:15A- News-7News ON YOUR SIDE at 6AM | | 1 | | | | | | | 1 | \$525.00 | \$525.00 | Washington (WJLA) | Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON | 10/14/21 |
| 26.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 1 | :30 | 8A- 9A (EST) | | | | | | 1 | | | 1 | \$1,600.00 | \$1,600.00 | Washington (WJLA) | Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell) | 10/14/21 |
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| 27.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 2 | :30 | 9A- Live with Kelly | | | | | | 1 | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T | 10/14/21 |
| 28.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 1 | :30 | 10:58:25A- ABC-The View | | | | | | 1 | | | 1 | \$1,050.00 | \$1,050.00 | Washington (WJLA) | Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR | 10/14/21 |
| 29.0 | Normal Line / SPOT | 10/15/21-10/15/21 | 2 | :30 | 11:00:26P- News-7News ON YOUR SIDE at 11PM | | | | | | 1 | | | 1 | \$650.00 | \$650.00 | Washington (WJLA) | Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA | 10/14/21 |
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